

FAR- Visual Preference Survey Results

Current run (last updated Jan 4, 2023 10:54am)

13

Activities

31

Participants

46

Average responses



Average engagement

What ONE word positively describes Fargo?

Responses

Growth	Bison	opportunities	Farming
Community	Cold	University	Growth
Manageable	tech	Family	Opportunity
Resilient	Friendly	Education	Forward
Welcoming	Friendly	Community	friendly
Welcoming	Growth	Clean	Modern
Cold	Friendly	Downtown	Community
Growing	Convenient	Growing	
Welcoming	Bison	Resilient	Welcoming
Livable	Friendly	Friendly	Relaxed
Growth	Snow	Peopel	Community
Friendly	nice	Friendly	Community



Engagement

47

Responses

What do you like most about the existing terminal?

Responses

Parking is easy Small Clean wayfinding

Simple drop off, pick up efficient

Low waiting times Efficient Clean Clean

Quiet. Not hectic Airport authority

Small footprint makes it easy to find your way around quickly.

quick Clean

The entry, atrium, lobby design, and TSA interior design.

Quick access Convenient Open Efficient

Easy to check in, get through security and fairly easy to park

Fast Speed through security Clean & open

Not stressful

Not having to walk far. Big windows.

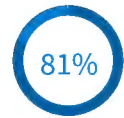
Ease of parking Light Clean Easy to use

fast Ease of use Small and easy to navigate

Accessible Convenient Easy in easy out

Convenient Access Easy Convenient

convenient Easy Ease of use



Engagement

42

Responses

What could be improved at the existing terminal?

Responses

faster baggage claim	Sun Country to FL direct :)
better restrooms after security	Color scheme
More pay for the staff	Seating options
Better designed gate lines to prevent crowding	
Bathrooms on east end	More gate space
Areas to work - countertops/plugins	
Ticket counter line space	
Post-security dining options	Dining
Additional airline options	Dining
More modern	Better concourse flow
Place for kids	
Dining and concessions opportunities	
updated decor	
It has no atmosphere. Feels blah. Not a memorable space.	
Larger restrooms	More shop/dining options
Bigger departure lounges with more seating.	
Larger gate space	
Growth will dictate expansion of lobby & tsa	
Covered parking	Lighting
Better post security concessions	
more services after security	
Large waiting rooms	Dining and concessions

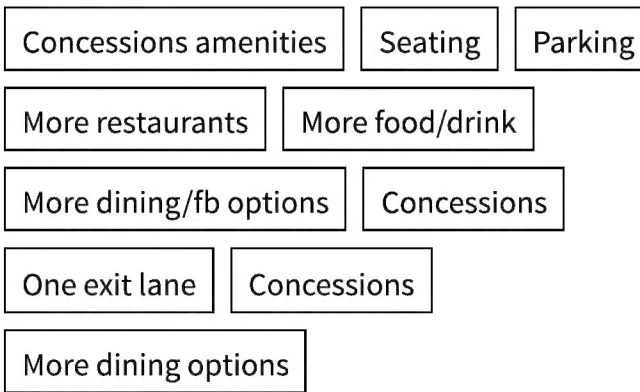


Engagement

42

Responses

Responses



Choose top 3 airport amenities

Response options	Count	Percentage
Comfortable Seating	22	25%
Family/children space	5	6%
Green space (plants, biophilic elements, ect)	7	8%
Concessions (Food, shopping, bar, ect.)	25	29%
Daylight & views to airfield	17	20%
Quiet/working areas	7	8%
Other, not listed	4	5%



Engagement

87

Responses

Choose top 3 design priorities

Response options	Count	Percentage
Sustainability (performance driven, low energy use)	14	16%
Beautiful design (recognizable, photogenic)	23	27%
Practical (simplicity, easy to build)	12	14%
Regional Character (local influences, reflective of region)	19	22%
Resilient (durability, weathertight, maintenance-free)	17	20%
Other, not listed	1	1%



Choose top 3 words describing the new terminal expansion

Response options	Count	Percentage
Iconic	13	15%
Dynamic	16	19%
Calming	14	17%
Playful	0	0%
Colorful	6	7%
Discovery	8	10%
Exciting	15	18%
Familiar	6	7%
Quiet	3	4%
Neutral	3	4%



List any regional influences (historical/economic/social/natural) that could be reflected in the design

Responses

The person Fargo was named after Wildlife

Fighting Hawks Local art downtown

Have areas that feel more like a domestic space, fireplaces, conversation, pits, etc.

Stubborn Flood Railroad Friendly people

Bison, fish, sunflowers wheat old photos of the area in the late 1800s

Crops Prairie education Hip and cool

modern Embrace winter Prairie

Native Americans Plains AG tech Tech

Scandinavian and German heritage, native American culture, local nature and outdoor activities.

Badlands River Wide open spaces

agriculture

ND had the largest farms in the USA at the turn of the century.

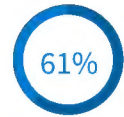
Lakes Technology Prairie Partnerships

Prairie aeronautical history Technology

Prairie Perpetual wind Wood, stone

Harvest Wheat roger maris Bison

Agriculture Ag



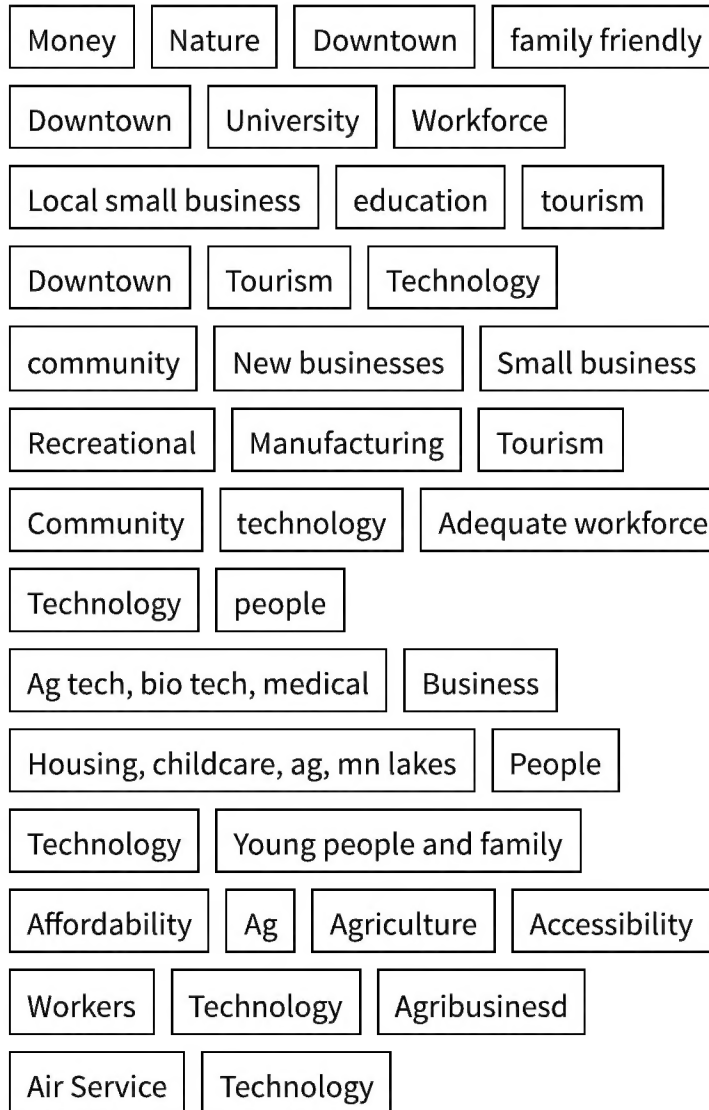
Engagement

44

Responses

What economic drivers are critical to the long-term prosperity of greater Fargo?

Responses



Engagement

39

Responses

What would you like a first-time visitor to know about Fargo?

Responses

Not like the movie	More cowbell	Growing
opportunity		
More modern and diverse than people know		
Easy to get to hard to leave		
Bigger than you think		
Unique and vibrant downtown		
Sunsets are unbeatable	Growth oriented	
Great events/ downtown	safe	Practical
Growing		
There is more to Fargo than just the snow		
Bigger than you think	Great downtown	
Welcoming	Friendly	Relaxed
growing and trendy	Vibrant	Progressive
Safe	History	Hub of opportunity
welcoming	Diverse	More to offer
Local restaurants	It's not always like this	
family friendly	People are friendly	Friendly
Dynamic	Affordable	Great restaurants
Lots of things to do	Welcoming	
We are underrated	Cold	



Engagement

41

Responses

A first-time visitor would be surprised to learn this about Fargo:

Responses

Larger Black population than LA county by percentage I meant.

Actually 3 + towns (Moorhead + West Fargo)

Fighting Hawks

Diverse population

Great restaurants

Abundance of wood chippers

Great hospitals

Border city

friendliest people!

Safe community

A larger Black population than Los Angeles county

Number of regional and national business

Bison

Diverse ag manufacturing

Fargo has the best airport

Low cost of living

Not a tiny town

Top rated breweries and restaurants

Business oriented

Tech companies

technology hub

Clean air

Great schools

The river flows north

More than just a farming community

Our early history is quite rowdy

Great art/theater culture

Flat

Vibrant

exceeds expectations!

Home to second largest microsoft campus

Fast growing

Top international business

Best drinking water in the region



Engagement

37

Responses

Responses

Leader in business

Ag power house

Great history

Click and drag to rank preferred images

Response options

Rank



Engagement

1st



21

Responses

2nd



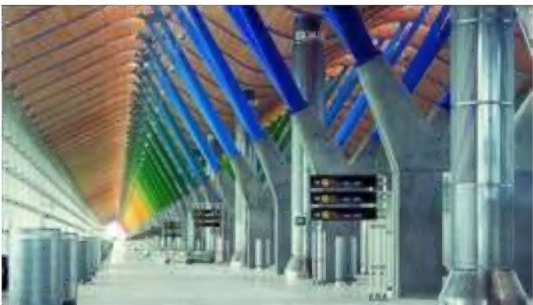
3rd



4th



5th



Click and drag to rank preferred images

Response options



Rank



Engagement

1st

23

Responses

2nd

3rd

4th

5th

Q&A - Submit a question, then upvote or downvote other submissions

Responses

Upvotes

Downvotes



Engagement

0

Responses